

E-commerce Course Outline

(Walmart & eBay)

Module 1: Introduction to E-commerce and Online Marketplaces

Lesson 1.1: Overview of E-commerce

- The evolution of e-commerce and online marketplaces
- Why e-commerce is a profitable business model today
- Key differences between direct-to-consumer (DTC) stores and marketplace selling

Lesson 1.2: Exploring Online Marketplaces: Walmart vs. eBay

- What sets Walmart and eBay apart from other platforms
- Overview of Walmart's and eBay's seller programs
- Key benefits and challenges of selling on Walmart and eBay

Lesson 1.3: Setting Goals for Your E-commerce Business

- How to set realistic goals for your online store
- Defining your target market and ideal customers
- Tools for measuring success and performance metrics

Module 2: Getting Started with Walmart Marketplace

Lesson 2.1: Introduction to Selling on Walmart

- Walmart Marketplace overview and advantages of selling on Walmart
- Understanding Walmart's seller application and approval process
- Exploring Walmart Seller Center: Dashboard, Tools, and Features

Lesson 2.2: Setting Up Your Walmart Seller Account

- Step-by-step guide to registering as a Walmart seller
- Setting up payment information, tax settings, and shipping methods

- Understanding Walmart’s policies and seller agreement

Lesson 2.3: Listing Products on Walmart Marketplace

- Creating and managing product listings: Titles, descriptions, and images
- Best practices for product categories, tags, and attributes
- Automating product uploads using bulk tools or APIs

Lesson 2.4: Walmart Marketplace Pricing, Fees and Commission Structure

- Understanding Walmart’s fee structure and seller commission
- Tips for pricing competitively on Walmart
- How to manage promotions and discounts on the platform

Lesson 2.5: Walmart’s Fulfillment Options: Walmart Fulfillment Services (WFS)

- Understanding Walmart Fulfillment Services for inventory management
- The benefits of using Walmart’s warehouse and delivery solutions
- How to integrate third-party logistics (3PL) if you don’t use WFS

Lesson 2.6: Marketing and Advertising on Walmart Marketplace

- Introduction to Walmart’s advertising options (Sponsored Products, Display Ads)
- How to create targeted ads and set ad budgets
- Strategies for optimizing your product visibility and sales

Lesson 2.7: Order Management and Customer Service

- How to manage orders, refunds, and returns
- Best practices for handling customer queries and building trust
- Managing product reviews and feedback effectively

Module 3: Getting Started with eBay

Lesson 3.1: Introduction to Selling on eBay

- Overview of eBay as an e-commerce platform
- Differences between auction-style and fixed-price listings
- Understanding eBay’s seller policies and guidelines

Lesson 3.2: Setting Up Your eBay Seller Account

- Creating and configuring your eBay seller account
- Setting up payment options (PayPal, Managed Payments)
- Understanding eBay's fees and how they affect your pricing strategy

Lesson 3.3: Listing Products on eBay

- How to create compelling eBay listings: Titles, descriptions, and photos
- Best practices for selecting categories and using keywords
- Creating and managing multiple variations of products (sizes, colors, etc.)

Lesson 3.4: eBay Pricing and Fees Structure

- Understanding eBay's fee structure (listing fees, final value fees)
- How to price your products for maximum profitability
- Setting up promotional pricing, discounts, and offers

Lesson 3.5: eBay Shipping and Fulfillment

- Choosing the right shipping options for your products
- Offering free shipping and setting shipping policies
- How eBay's Global Shipping Program (GSP) works for international sales

Lesson 3.6: Marketing and Advertising on eBay

- Introduction to eBay Promoted Listings and other advertising tools
- How to set up and run eBay ads for increased visibility
- Best practices for optimizing listings to attract more customers

Lesson 3.7: Managing Orders and Customer Service on eBay

- Order processing, tracking, and returns management
- How to handle customer inquiries and resolve issues efficiently
- Maintaining a high seller rating and improving customer feedback

Module 4: Advanced Strategies for Walmart & eBay

Lesson 4.1: Optimizing Listings for Maximum Visibility

- SEO best practices for product titles, descriptions, and keywords
- How to use data and insights to enhance your listings on both Walmart and eBay
- Best practices for using multimedia (images, videos, and 360-degree views)

Lesson 4.2: Leveraging Data Analytics for Growth

- Analyzing your sales and customer data to identify trends and optimize strategies
- Using Walmart and eBay analytics tools to monitor performance
- How to leverage competitor data to adjust your strategy

Lesson 4.3: Managing Inventory Across Multiple Marketplaces

- How to keep track of inventory when selling on Walmart and eBay simultaneously
- Tools for automating inventory updates and syncing across platforms
- Managing stockouts and avoiding overselling

Lesson 4.4: Expanding Your Reach with Cross-Platform Selling

- How to effectively cross-sell on both Walmart and eBay
- Building brand presence on multiple marketplaces
- Tips for scaling your e-commerce business with minimal overhead

Lesson 4.5: Customer Retention and Reputation Management

- Strategies for building customer loyalty and repeat business
- How to encourage positive feedback and reviews
- Managing returns, disputes, and refund requests to maintain a high rating

Module 5: E-commerce Growth and Scaling

Lesson 5.1: Scaling Your E-commerce Business

- Identifying opportunities for growth in Walmart and eBay marketplaces
- Expanding product range and targeting new markets

- Utilizing third-party services (shipping, customer service, etc.) for scaling

Lesson 5.2: Building a Long-Term Brand on Walmart & eBay

- Developing brand consistency across all product listings
- How to create brand loyalty using discounts, promotions, and customer service
- Growing your brand's presence through social media and marketing

Lesson 5.3: Automation Tools and Resources for E-commerce Growth

- Best tools for automating product listings, pricing, and order management
- Time-saving strategies and outsourcing options to streamline operations
- How to stay competitive and continue adapting to the evolving marketplace landscape